

A vibrant poster for the Lichfield Festival 2023. The background is a photograph of a gospel choir performing in a large, ornate church. A male lead singer in the foreground is singing passionately with his right hand raised. Behind him, several other choir members are visible, some in white suits and others in more casual attire. The church's architecture, including its high vaulted ceiling and large stained-glass windows, is visible in the background. The scene is lit with warm, golden light, creating a spiritual and celebratory atmosphere. The text 'LICHFIELD FESTIVAL' is in the top left, and '2023' is in large white letters at the bottom right. A colorful geometric border is at the very bottom.

LICHFIELD
FESTIVAL

2023

Welcome

A snapshot of Lichfield Festival 2023

Inspiring multi-arts experiences for the enjoyment of all. A diverse, high quality, annual arts calendar, with its highlight the Summer Lichfield Festival. Across 11 days, over 65 world class events, took place in 7 venues in the City of Lichfield...



Liberata Collective:
Handel's Orlando



London Community
Gospel Choir



Brodsky
Quartet



Tony Award-nominated
Broadway star Melissa Errico



Waterperry Opera: Roald
Dahl's Revolting Rhymes



Festival Fireworks



2022 Midlands Choir of the Year
winner's performance

...and BBC National Orchestra of Wales, Grimethorpe Colliery Band, Ronnie Scott's regulars James Pearson and Lizzie Ball, Kate Rusby and Nitin Sawhney CBE.

ASPIRE! Education and Outreach 'A Grimethorpe Adventure'

Increasing access to the Arts, inspiring creativity, transforming lives.



Photographs by Tyler Whiting and Cate Steadman

What our audience thought

What have you enjoyed about your Lichfield Festival experience?

“Lichfield is always a **great place to visit**, even better during the Festival”

“**Amazing performers**”

“A great event that mixes **well known talent** and the **encouragement of youth**”

“**New experiences**”

“Venue; **Quality** of the performance; **Atmosphere** amongst the audience”

“**Friendliness** of staff and volunteers. Excellent choice of artists. Great **value for money**”

“**Variety of genre**”

“Having **local children** perform with the Grimethorpe Colliery Band was a delight. The children sat next to us, when not playing, and they **glowed with joy** throughout”



Sponsors & Partners

Huge thanks to all our supporters



CASE STUDY: McArthurGlen West Midlands

- Community corner sees 21K shoppers
- McArthurGlen showcase community partnership on What's On webpages
- Gift card giveaway drives outlet visits.

CASE STUDY: West Midlands Trains

- Festival branding drives awareness and consideration at WMT stations
- Online digital advert promotes rail travel
- Festival tickets feature WMT digital advert



Community Corner event at McArthurGlen West Midlands

Lichfield Festival Friends

Lichfield Festival is kindly supported year round by Lichfield Festival Friends. The LFF is a friends' organisation, raising over £25,000

every year through membership, gift aid and events, providing a solid foundation to the Festival's fundraising target.

36 Founder Members

125 Millenium Members

68 Gold Members

49 Silver Members

140 Bronze Members

Totalling over 400 annual supoorters!

There are three membership levels available. Each offer advanced booking, special events and social opportunities throughout the year,

bringing members even closer to Lichfield Festival, its programme and performers.



Press & Media Coverage

In 2023 Lichfield Festival achieved substantial press coverage. The Festival Director and several artists were interviewed on BBC Radio

WM, Radio 3 and Radio 4, and 'A Grimethorpe Adventure' featured on BBC Midlands Today...



What's On Staffordshire



Solihull Times



J'Aime



Enjoy Staffordshire



Birmingham Live



The Birmingham Post



Live24-Seven

BBC Music Magazine



Our Impact



Social Engagement

- 7,150 tickets sold, 20.2K total audience, 71 UK postcodes
- 8 in 10 rated value for money Good or Excellent
- 942K Google search impressions
- 13,091 social media followers
- with Facebook visits up 66% on last year
- 39.3K users, 105.9K pages viewed
- on Festival website
- immeasurable impact on community mental health and well-being.



Volunteers and Work Experience

- 64 volunteers including 9 NEW volunteers
- 544 volunteer hours
- 26 hours formal training provided
- Run by a voluntary board of business, education and arts industry leaders
- delivered Festival work experience placements to 15 A-Level students.



Economic Impact

- £1 arts & culture turnover = £2.24 economy-wide turnover impact*
- employed more than 106 freelance artists and creatives
- Lichfield Festival contributed to estimated £9.2m annual visitor spend at events and festivals**



ASPIRE!

Commitment to Education

- 15 years of ASPIRE! Learning and Participation opportunities, transforming over 6,000 lives to date
- 185 community members participated in 2023
- projects included 'A Grimethorpe Adventure' with Willows Primary School, KESFEST23 Young Enterprise with King Edwards VI School and 2022 Midlands Choir of the Year Winner's performance
- 'Young Artist' series offered a professional performance platform to 43 Yehudi Menuhin School pupils and music college graduates
- 'Young Critics' offered complimentary tickets, with reviews published on the Festival website.



Sustainability

- Putting 3 R's into action; moving to a digital booking brochure
- WMT partnership encourages sustainable travel with ticket sales up 10.4% and 59.3% on WMR cross city and LNWR inter-city lines
- Working with local suppliers committed to sustainability.



* Contribution of the arts and culture industry to the UK economy, Report for ACE, May 2020

**Economic Impact of Events and Festivals in Lichfield City, LDC, 21st January 2020

LICHFIELD FESTIVAL

Join us in 2024

Save the date: 4-14 July

